



PLAQUES&LETTERS.COM

Don Baker dba Designs&Signs aka Plaques&Letters.com
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False Advertising Complaint Against: <http://www.signlettersontheweb.com> email: mail@signlettersontheweb.com

Location: 1480 Gould Drive, Cookeville, TN 38506. Toll free ph. 1-866-886-0448 Fax: 866-513-1432. Actual Company Name: Neither known nor revealed.

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear FTC:

signlettersontheweb.com is engaged in false advertising. NONE of their online claims about being a manufacturer are true, including their maintenance that they are a "Multi-million dollar manufacturer". They manufacture nothing but lies.

<http://www.signlettersontheweb.com/> offers a comical talking female apparition, indicating in part: "We are among the largest manufacturers in the country with decades of experience manufacturing letters and signs ...Take advantage of our experience and size by buying directly from a manufacturer and enjoy some of the lowest prices on the web..." Truth is: They're certifiably *almost exclusively* Scott Sign Systems distributors (with a little bit of Gemini thrown in). NOTE: This "talking female apparition" appears on their homepage. It's fairly elusive. Once that page has been visited, it disappears. It does NOT reappear even when returning to their Homepage. The only way to hear it again is closing out their website, then visiting it again. While that may be a "clever ruse" to avoid consumer and competitor False Advertising complaints, their bogus, posted statement of "Buy direct from a Multi-Million dollar manufacturer and reseller." remains. They imply and even blatantly state that end users will be receiving "manufacturer-direct pricing". They don't...but end users don't know that. Therefore they have been duped by these liars.

<http://www.signlettersontheweb.com/>'s Primary Vendor:

The vast majority of their "manufacturing" is done by their true vendor Scott Sign Systems, an actual manufacturer. Please "compare & contrast" the enclosed offerings of both companies: Foam, Gatorfoam, Acrylic, PVC, Spectra, Mica Gator, HollowBack Injection, Mica PVC, Mica Acrylic, Waterjet Cut Aluminum, Flat Injection Molded and Flat Injection Molded Interior letters. There's really no "contrast" because the offerings are IDENTICAL.

Notice both the common pictures as well as ALL specifications, down to materials, mounting templates, fonts and even *precise sizes*. If they are an actual manufacturer, *why are they relying on someone else for their images etc?* The same applies to *their particular mounting diagrams*. Those are common to ONLY Scott Signs Systems...and <http://www.signlettersontheweb.com>. I have “been there done that” for many years and am more knowledgeable in this industry than MOST. <http://www.signlettersontheweb.com> is blowing smoke, anticipating most online visitors to believe their false claims.

FONTS: NO ONE else offers the industry-aberrant fonts “Charter Oak”, “Marker”, “Pump” and “Murray Hill Bold”...and “Style 1”... **except for Scott Signs Systems...and [signlettersontheweb.com](http://www.signlettersontheweb.com)**. Scott Signs Systems’ listing of those *proprietary fonts* is enclosed. [signlettersontheweb.com](http://www.signlettersontheweb.com) does not provide a printable copy of it online. However: Their Injection Molded Fonts match NO others in the industry. When visiting http://www.signlettersontheweb.com/products.asp?prod=sign_letters&prodsbcat=foam_letters&skunum=CAS12012PT and Selecting “Font”... you’ll see those very Scott fonts offered.

<http://www.signlettersontheweb.com>'s Secondary Vendor:

FONTS: [signlettersontheweb.com](http://www.signlettersontheweb.com) uses Gemini for their Formed Plastic Letters. NO ONE else offers V-Bevel and Lithos Bold, among others, like Trajan, Roman NEO Sub and Gemco. While other fonts are common industry-wide, **those are Gemini's own PROPRIETARY fonts**. Notice that EVERY Formed Plastic Letters font that **Gemini** offers...so does [signlettersontheweb.com](http://www.signlettersontheweb.com).

These fonts offered for Formed Plastic and Injection Molded Plastic Letters aren’t easily accomplished. It costs many thousands of dollars for the molds to be created. They are *not* “transferrable” like they might be for Flat Cut Letters in any material (where any font can be used).

[signlettersontheweb.com](http://www.signlettersontheweb.com) also uses Gemini for their Changeable Letters. Please compare and contrast enclosed. [signlettersontheweb.com](http://www.signlettersontheweb.com) offers the exact offerings that Gemini—the leader in the industry does — and “fabricates” *nothing but lies*, misleading the public. [signlettersontheweb.com](http://www.signlettersontheweb.com) should be obligated to tell the truth. That would level the playing field. WE clearly point out the fact that we are Distributors; so should they.

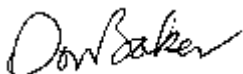
The evidence doesn’t get any better than this. If you don’t find them guilty of False Advertising, then practically speaking, the offense doesn’t even exist.

Actual Manufacturer Contacts for Reference:

Scott Sign Systems: PO BOX 1047, Tallevast, FL 34270. ph: 1-941/355-5171

Gemini Inc.: 103 Mensing Way, Cannon Falls, MN. 55009 ph: 1-800/538-8377

Thank You,



Don Baker